

WHAT IS CLAIMED:

1. A method comprising:
  - detecting a device;
  - 5 searching for a plurality of promotions;
  - detecting a profile corresponding to the device wherein the profile contains a parameter; and
  - selecting a particular promotion from the plurality of promotions based on the parameter associated with the profile.
- 10 2. The method according to Claim 1 further comprising detecting a location of the device.
3. The method according to Claim 2 wherein selecting the particular
- 15 promotions is based on the location of the device.
4. The method according to Claim 1 wherein the parameter includes a preference for a product.
- 20 5. The method according to Claim 1 wherein the parameter includes a preference for a service.

6. The method according to Claim 1 wherein the parameter includes a geographic boundary.

7. The method according to Claim 1 further comprising detecting a profile for  
5 each of the plurality of promotions.

8. The method according to Claim 7 wherein the profile for each of the plurality of promotions includes location information.

10 9. The method according to Claim 7 wherein the profile for each of the plurality of promotions includes a description of offerings.

10. The method according to Claim 7 wherein the profile includes days and time of validity for each of the plurality of promotions.

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11. The method according to Claim 7 wherein selecting the particular promotion is based on profile for each of the plurality of promotions.

12. The method according to Claim 1 further comprising displaying the  
20 particular promotion on the device.

13. The method according to Claim 1 further comprising highlighting the particular promotion prior to an expiration of the particular promotion.

14. The method according to Claim 1 wherein the device is associated with a particular user.

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15. The method according to Claim 1 wherein the device is associated with multiple users.

16. A system comprising:

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means for detecting a device;

means for searching for a plurality of promotions;

means for detecting a profile corresponding to the device wherein the profile contains a parameter; and

means for selecting a particular promotion from the plurality of

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promotions based on the parameter associated with the profile.

18. A method comprising:

detecting a plurality of devices;

identifying a location for a meeting among the plurality of devices;

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searching for a plurality of promotions; and

selecting a particular promotion from the plurality of promotions based on the location of the meeting.

19. The method according to Claim 18 wherein selecting the particular promotion is based on a time of the meeting.

20. The method according to Claim 18 wherein selecting the particular  
5 promotion further comprises matching the location with the particular promotion such that the particular promotion is utilized at the location.

21. The method according to Claim 18 wherein selecting the particular promotion further comprises matching the location with the particular promotion  
10 such that the particular promotion is utilized at a competing location.

22. The method according to Claim 18 wherein selecting the particular promotion further comprises matching the location with the particular promotion such that the particular promotion is utilized at another location unrelated to the  
15 location.

23. The method according to Claim 18 further comprising detecting a current location for each of the plurality of devices.

20 24. A system, comprising:  
a device detection module to detect a device associated with a user;

a storage module to store a device record containing user information associated with the user and a promotion record containing promotion information associated with a promotion; and

5 a promotion location selection module to select a particular promotion based on the user information and the promotion information.

25. The system according to Claim 24 wherein the user information includes a user preference for a product.

10 26. The system according to Claim 24 wherein the user information includes a user preference for a service.

27. The system according to Claim 24 wherein the user information includes a geographic boundary.

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28. The system according to Claim 24 wherein the promotion information includes a time and data validity.

29. The system according to Claim 24 wherein the promotion information  
20 includes location information.

30. A computer-readable medium having computer executable instructions for performing a method comprising:

detecting a plurality of devices;

identifying a location for a meeting among the plurality of devices;

5 searching for a plurality of promotions; and

selecting a particular promotion from the plurality of promotions

based on the location of the meeting.

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